WAR FOOD ADMINISTRATION

WASHINGTON

OFFICE OF THE ADMINISTRATOR

Food is the first raw material of war...the essence of victory...and the foundation of peace. It is the fuel for the brawn, the brains, and the bravery of our human fighters just as oil is the source of energy for our mechanized weapons.

Our bins, our warehouses, our storage plants are our ammunition dumps right here on the home front. In the war emergency, the United States is relatively fortunate regarding food supplies. The skill and work of our farmers applied to our fertile land not only has made us the best fed nation in the world but has enabled us to become a food arsenal for the United Nations.

The morning of Pearl Harbor found American agriculture well prepared. Our food larders were stocked with the largest reserves of basic commodities in our history. The productive capacity of our farms was at an all-time high, due in large measure to the conservation programs of preceding years. Moreover, we had an experienced farmer organization in every agricultural county and community ready to mobilize our productive resources for war.

In the year following Pearl Harbor, our farmers exceeded the record-breaking total food production of the previous year by 11 percent and exceeded 1939 -- the last peacetime year -- by 20 percent. Indications are that this year's food output may be even greater than last year's. We have been converting our farms to the needs of war as we converted automobile plants to planes and tanks. The farmers' aim is to obtain maximum food from our resources.

In building the 1944 War Food Production program, we should consider, first, how much of what kinds of food are needed; and, second, how we can best meet those needs with our available land, labor, and machinery.

The ultimate success of the 1944 program depends upon American farmers. I have supreme faith that they will accomplish their war job.

The War Food Administration will do everything within its power to see that they get the necessary tools, labor, and credit, and that prices encourage production. We particularly want to see that farmers get the necessary price protection to cover the extra costs and risks which go with increased production. There will be no restrictions upon production.

Farmers need information at once about our needs for food in 1944, and the goals for the year's output. This handbook goes to those who are to help spread such information. They have done valuable service in previous war years. I know they will in this most crucial year.

Marvin Jones

353069

Civilian Food -'43-'44

The civilian food supply for the 12 months beginning October 1, 1943, will be about equal to the amount consumed in the average year of the pre-war period, 1935-39----and there will be fewer civilians to eat it. The civilian population has declined as our armed forces have expanded.

The charts on this and the following page (editor--please check) show how the War Food Administration is allocating vital foods to provide a fair share to U. S. civilians, U. S. armed forces, our Allies, the people of liberated areas and for special needs, including a reserve for emergencies.

These allocations are subject to revision at the beginning of each calendar quarter to account for constantly changing wartime conditions. The allocations are "firm" only one quarter at a time.

The shares allocated to U. S. civilians vary for different commodities depending upon the adequacy of the supplies and the volume of military and other needs. Altogether, civilians are getting about 75 percent of the total food supply. Considering the period 1935-39 as 100, per capita civilian food consumption this year is estimated at 103 compared with record-breaking "feasting" at an index level of 108 in 1942 and 111 in 1941.

The fact that American farmers are providing immense quantities of food for war needs and still furnishing civilians about as much as before the war is due, of course, to the tremendous increases in farm production since the war started. Total food production this year is exceeding the 1935-39 average by 32 percent.

In brief, U. S. civilians will have about as much to eat next year as before the war and our soldiers, sailors, and marines will continue to be the best fed armed forces in history.

ALLOCATIONS OF SELECTED FOOD SUPPLIES

October 1, 1943 to September 30, 1944

	TOTAL MEATS Total supply- 24,487,500,000 lbs.		BUTTER Total supply- 2,052,800,000 lbs.		OTHER EDIBLE FATS & OILS Total supply- 6,031,000,000 lbs.	
Civilian	17,004.0	(69.44%)	1,635,0	(79.65%)	3,985.0	(66.08%)
Military	3,943.7	(16.10%)	335.2	(16.33%)	366.1	(6.07%)
Lend-Lease & Other Export	2,938.4	(12.00%)	65.5	(3.19%)	1,483.9	(24.60%)
Special Needs	601.4	(2.46%)	17.1	(0.83%)	196.0	(3.25%)

July 1, 1943 to June 30, 1944

	CANNED VEGETABLES Total supply- 271,934,000 cases (24/2's)		CANNED FRUITS & FRUIT JUICES Total supply- 87,261,000 cases (24/2½'s)		FRESH CITRUS FRUITS Total supply- 9,192,800,000 lbs., farm weight	
Civilian	190,970	(70.23%)	46,926	(53.78%)	7,848.9	(85.38%)
Military	56,268	(20.69%)	30,414	(34.85%)	865.2	(9.42%)
Lend-Lease & Other Export	7,980	(2.93%)	2,757	(3.16%)	475.7	(5.17%)
Special Needs	16,716	(6.15%)	7,164	(8.21%)	3.0	(0.03%)

Apparent Civilian Per Capita Consumption of Selected Foods,
October 1, 1943 to September 30, 1944 with Comparisons
(Primary Distribution Weight in Pounds)

	Per Capita Consumption		Per Capita Allocation
	1935-39 Average	1942	October 1, 1943 to September 30, 1944
Total Meats	126.4	134.5	132.4
Butter	16.8	15.7	12.7
Other Fats & Oils	32.1	33.9	31.8
Fresh Milk	273.8	302.8	340.8 1/
Eggs	37.5	40.1	40.7
Canned Vegetables	32.1	43.0	40.5 (Fiscal Year) 2/

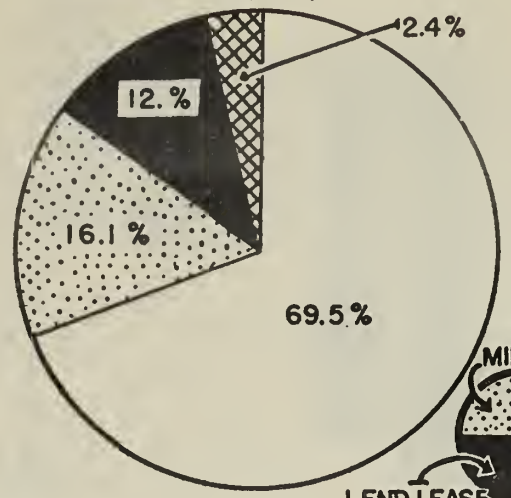
Note 1: The 1943-44 allocation for fresh milk is residual, based on the assumption that non-civilian claimants will obtain their stated requirements. However, adjustments probably will occur.

Note 2: The 1943-44 allocation for canned vegetables is based on the pack scheduled for the fiscal year, July 1, 1943 to June 30, 1944. It includes canned soups which were not included in the consumption estimates for previous years.

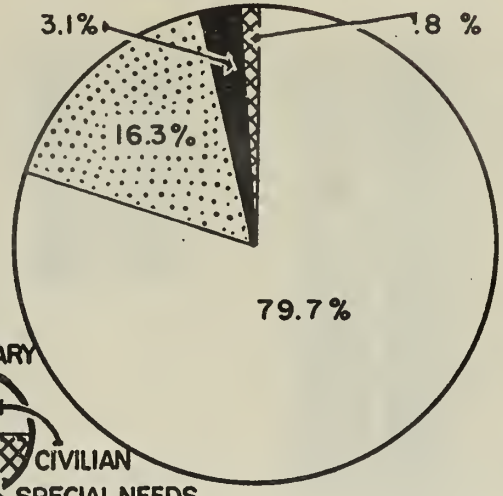
ALLOCATION OF SELECTED FOOD SUPPLIES

OCTOBER 1, 1943 — SEPTEMBER 30, 1944

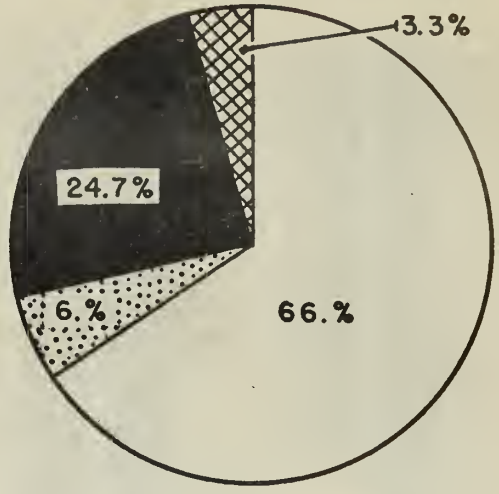
MEAT
TOTAL SUPPLY 24,487,500,000 LBS.



BUTTER
TOTAL SUPPLY 2,052,800,000 LBS.

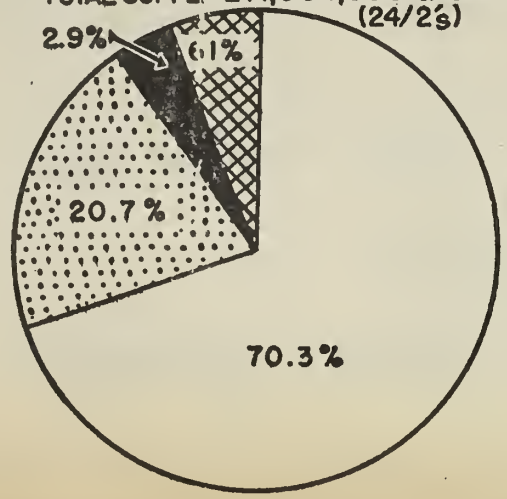


OTHER EDIBLE FATS & OILS
TOTAL SUPPLY 6,031,000,000 LBS.

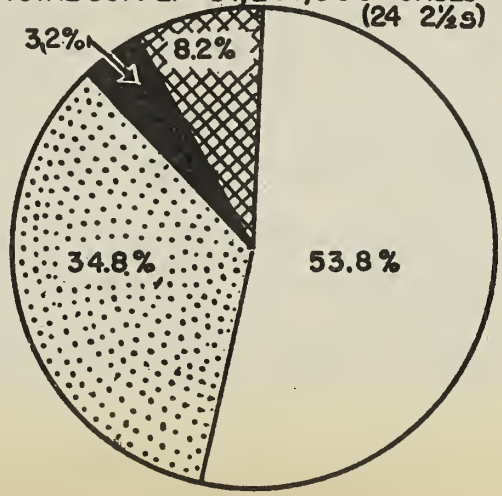


JULY 1, 1943 — JUNE 30, 1944

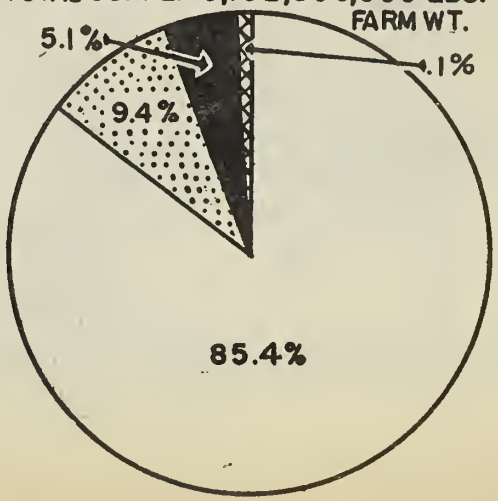
CANNED VEGETABLES
TOTAL SUPPLY 271,934,800 CASES (24/2's)



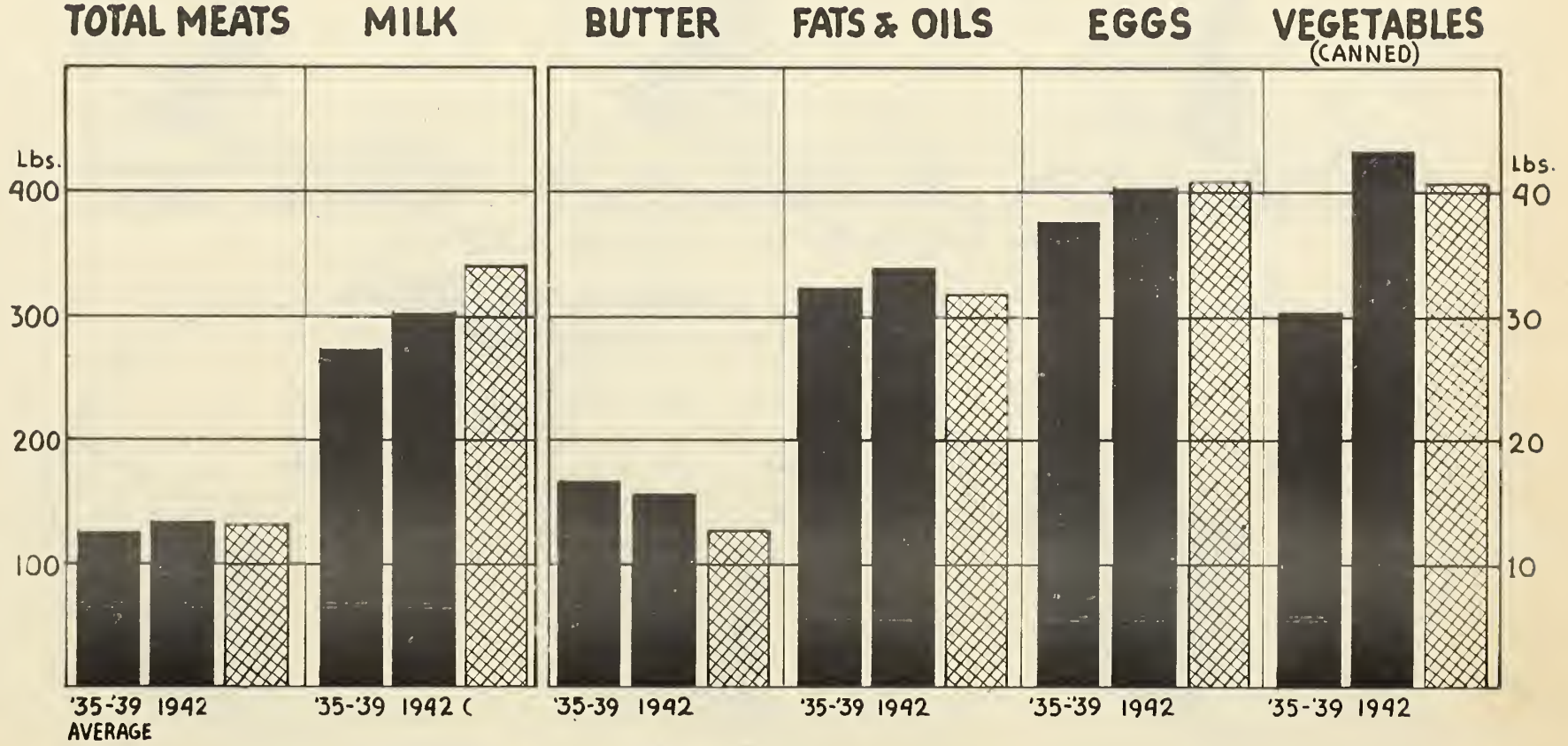
CANNED FRUITS & FRUIT JUICES
TOTAL SUPPLY 87,261,000 CASES (24 2½s)



FRESH CITRUS FRUITS
TOTAL SUPPLY 9,192,800,000 LBS. FARM WT.



APPARENT CIVILIAN PER CAPITA CONSUMPTION OF SELECTED FOODS
October 1, 1943 to Sept. 30, 1944
(PRIMARY DISTRIBUTION WEIGHT IN POUNDS)



Note 1

Per Capita Consumption

Per Capita Allocation
Oct. 1 1943 to Sept. 30 1944

Note 2

OVER THERE

On the food front, as on every other, we are fighting this war as members of the United Nations team. We and our Allies are pooling all our resources. We are pooling them with only one object -- to achieve victory, final and complete, in the shortest possible time. Just as this is not an American war, a British war, or a Russian war, so the food front is not an American front, a British front, or a Russian front. It is a United Nations front.

On the food front, we are conscious of the contributions that we are making to our Allies. We are proud that we are able to make those contributions. We realize that they help greatly to speed the day of victory and peace. But we are not alone in contributing food to the common cause. We are receiving food from our Allies, as well as sending it to them.

The United Kingdom, for instance, is contributing heavily to the food supply of our forces in the European theater of operations. The United Kingdom is not self-sufficient in food, even in peacetime. Our rationing at home is mild compared with that of Britain. Yet this year (1943), out of her own production, Britain is providing our troops with 89 million pounds of potatoes, 148 million pounds of flour, 55 million pounds of sugar, and 18 million pounds of fruit, to say nothing of large quantities of fresh vegetables, jam, dry cereals, and cocoa. During the Tunisian campaign, she furnished our troops more than 2,000 tons of rations.

In the South Pacific, Australia and New Zealand are provisioning our forces at great inconvenience to their own civilians. Last year these two countries furnished our forces with nearly as much beef as we shipped to all the countries receiving lend-lease aid. They supplied our fighting men the equivalent of 9 pounds of fruits and vegetables for every man, woman and child in their entire populations. Up to February, 1943, our forces had received from Australia alone nearly 27 million pounds of meat, 20 million pounds of potatoes, almost 2 million dozen eggs, and 5½ million quarts of milk. Even though Australian and New Zealand civilians have suffered severe shortages of a number of foods, these countries have not only maintained, but they have expanded, their contribution to the feeding of our forces in that area.

RETURNS

In adjusting their operations to meet wartime needs, farmers have made substantial gains in income in 1943. For the first 7 months of the year, income from farm marketings amounted to 9,787 million dollars as compared with 7,464 million dollars for the same period in 1942. These figures included Government payments, which were only 435 million dollars in 1943; in 1942, they amounted to 461 million dollars.

The sharp increases in receipts from food grains and vegetables accounted for most of the increase in total farm income from January to July 1943. Receipts from crops, in large part produced in 1942 and carried over into 1943, were 41 percent greater than during the same period in 1942. Income from oil-bearing crops was more than two and one-half times as great as it was for the same period in 1942. Gains were also evident in meat animals, dairy products, and poultry and eggs. Income from livestock was 30 percent above last year for this period - receipts from meat animals showed a 29-percent gain; from dairy products, 22 percent; and from poultry and eggs, 53 percent.

INCOME GAINS. . . For the year 1943 as a whole, total cash income from farm marketings is expected to be about 19 billion dollars (not counting Government payments), or more than 20 percent above the 15.5 billion dollars received by farmers for their products last year. It will be 30 percent more than the cash income in 1919, the high point in World War I, and about four times the figure for the depression year 1932.

It is expected that the value of the products consumed on farms and the rental value of farm dwellings will follow cash income upward. Government payments as a whole will be less than last year. On this basis, gross income will probably be around 22½ billion dollars.

OVERHEAD. . . Operating expenses are higher this year than last but prospects are that the increase over last year will be only 10 to 12 percent. This would mean total operating expenditures of about 10 million dollars.

FARM DEBTS. . . Farmers are using a part of their increased income to pay off some of their outstanding mortgage indebtedness, as well as to finance their farming operations to a larger extent. During 1942, farm-mortgage indebtedness in the United States decreased 5.4 percent and reports indicate that, during the first half of 1943, new loans made continued to decrease. Repayments of principal continued at a high rate. The total amount of loans not secured by real estate extended by commercial banks and Federally sponsored agricultural credit agencies (excluding loans guaranteed by the Commodity Credit Corporation) have been leveling off since the beginning of 1942. This is in spite of the rise in production costs. Apparently, farmers are tending to finance production costs more largely with cash than has been true in the past.

The Peoples Part

For the seventh year in a row, the total food production from America's farms is exceeding the output of the previous year. Our 1943 food production will be the largest on record! We increased our production 31 percent over 1935-39 levels.

DEMANDS. . .

Despite this remarkable production record by our farmers, we do not have enough food to satisfy all the demands of food consumers. For some popular foods, there are definite shortages. The reason for this is that food demands have increased even faster than the supplies. They ate 85 percent of last year's bumper crop and will take 75 percent of this year's production. This 75 percent is equal to the 1935-39 average. Moreover, our civilians possess the purchasing power to continue their unprecedented demands.

POWERFUL PRODUCE! . . .

All the people of the United States have a vital stake in the successful operation of a national food program. American food is perhaps the most powerful single weapon in the war against the Axis. It sustains our fighting men, strengthens our Allies, encourages liberated peoples to join us in stamping out tyranny, and maintains strength and morale on the home front. Wise use of that weapon can shorten the war, save the lives of our men, and conserve our resources. Furthermore, large quantities of food must be on hand to establish a lasting peace.

AN ALL AMERICAN PROBLEM. . .

Therefore, every American is face to face with this problem:

> What can we as a people and I as an individual do about food to feed ourselves adequately and still meet the needs for food required to win the war in the shortest possible time?

This problem requires the understanding and cooperation of every one of us. For we all need food to live and we also need it to overcome our enemies to live in freedom. Every American should realize that food will acquire extra potency as a war weapon if each of us will act to help solve the problem.

One special characteristic of this problem should be impressed upon us -- it is that never during the length of the war, no matter how long it lasts nor how much we produce nor how wisely we use the food, can we be sure that the food problem is solved. Even in peacetime, we can not anticipate completely either food production or food needs. In wartime, these uncertainties are multiplied. As loyal Americans imbued with the purpose of making Food Fight for Freedom, we must adjust ourselves voluntarily to new food conditions as they arise. The war comes first.

MAKING FOOD FIGHT

Produce!

Production is primarily the farmer's task. We have noted how magnificently he has met the challenge of enormously increased wartime demands by boosting his production to record levels despite many handicaps.

The farmer's war assignment for 1944 offers a still greater challenge to his ingenuity and determination. Since production resources are definitely limited, it will require all of the farmer's skill to grow the kinds of food and other farm commodities we need most and in the right amounts. To obtain maximum production, he should be given every help within the ability of his nonfarm neighbors and his Government. Give him the labor, the machinery, the fertilizer, good weather, and encouragement in the form of price supports and credit, and the American farmer will do the rest.

The folks who do not live on farms can render invaluable assistance in this production job, first, by using the food wisely; second, by growing Victory Gardens wherever possible; and, last, by volunteering if possible to work on farms during periods of critical labor shortages.

Conserve!

No matter how much food we produce on our farms and in our gardens, we won't have enough food to meet all the demands in 1944. There will be enough for adequate nourishment for all, but not for waste.

All of us should do all we can to stretch the available food supply as far as possible. Since it is impossible to meet the greatly increased demands for food with animal products such as meat, farmers are being urged to expand the production of foods that have high nutritive values relative to land, labor, and machinery used to produce them. This means stepping up the output of such foods as whole milk, cereals, potatoes, peanuts, soybeans, dry beans, and dry peas which use our farm resources more efficiently than meat animals. By increasing the production of such foods, we can insure proper nourishment for all the people who depend upon us for food to keep on making other war weapons and killing our enemies.

Much extra food would be made available for human nourishment if every person did more to eliminate food waste. It is estimated that 20 to 30 percent of the food produced in the United States is wasted. While some of this waste is unavoidable, much of it can be stopped.

"Lick the platter clean" should be an everyday admonition -- and practice -- in every household. Commercial processors can decrease waste in the preservation, packing, and canning of food. Farmers can decrease waste by greater care in harvesting and handling. Retailers and restaurants can be on the look-out for preventable spoilage and waste. Garbage pails everywhere must be starved.

On another front in the battle against waste, Victory Gardeners have a duty to see their crops through the harvest. The fruits and vegetables from these gardens should be used thriftily, with any surplus produce preserved or canned for consumption.

Share!

By sharing our food we can help shorten the war. This fact should appeal forcefully to the patriotism of every American! The military operations of our own armed forces and our Allies, particularly Great Britain and Russia, depend in large measure upon the amount and kinds of food we send them.

Last year about 15 percent of our total food production went to our soldiers and sailors, to our Allies, and to the famished peoples newly freed from the Axis yoke. These claimants will receive around 25 percent this year. As the war progresses toward final victory, their food needs will grow.

Our armed forces are still expanding. True, these men also ate as civilians, but once in uniform, the average fighter requires 50 percent more food calories than the average civilian. One of the stand-by rules of warfare is: "Get there first with the most." The U. S. Army needs huge reserves of food -- a 90-day reserve for troops quartered in this country and a 9-month reserve for overseas troops -- to insure enough of the right kinds of food at the right time and the right place.

Despite the vital importance of military requirements, it should be understood that the food made available for civilians is not simply what happens to be left over after we have fed our armed forces and our Allies. Civilian food requirements are carefully calculated by civilian representatives in the War Food Administration on the basis of what is needed to maintain adequate health and strength for the folks at home. Under no circumstances is the total supply divided so that the basic food requirements of our civilians will not be met.

Individually, each one of us can cooperate in the sharing program, and thus shorten the war by adjusting our diets to the kinds of food which are available. For many persons, this means substituting plentiful foods for scarce foods and temporarily doing without some of our favorite foods.

Play Square!

Fair play is ingrained deeply in the American way of life. The great majority of us try and do play the game according to the rules set up by ourselves and our neighbors. We expect others to do likewise. Applied to the current food problem, playing square means putting the war first, observing the rationing and price rules, and helping to keep down food prices. As one method of fair play in terms of war, rationing aims to prevent those folks who could pay the highest prices or get to the store first, from obtaining more than their fair share of food and other rationed articles. Rationing plays no favorites. It divides the available supplies equitably. It is the very essence of playing square. Rationing will work as intended only if all of us obey the rules -- never accepting food without giving up ration stamps, never giving away stamps, and never buying rationed goods which we do not need.

Hand in hand with rationing is the system of price control. Both have the same goal -- to keep essential foods within the reach of everybody. If the prices of food and other items are not held in check, the prices will soar to such high levels that more and more necessities of life will be placed outside the reach of millions of people whose incomes do not rise proportionately. We can prevent this and make price control effective by learning the legal prices of the foods we want and never paying more. America must fight inflation!

Failure to make rationing and price control work will result inevitably in inadequate food for many people, point the way toward a general break-down of home front morale, and result in a longer war.

We are all in this war together. Each one of us wants to get it over with as quickly as possible. We want our sons home soon and safely. One sure way everybody can get in his victory punch. . . .

Make Food Fight for Freedom!

Educational Program

TOUGHER. . .

The battle for Food Production will be more crucial in 1944 than it was in 1943. We are now operating at record-breaking rates of production. In the year ahead we must plant still greater acreages of the important war crops. We must count on every acre, every pair of hands, every bit of equipment to deliver the greatest possible amount of food and fibre.

THE FOUR PRINCIPLES OF THE 1944 FOOD PRODUCTION PROGRAM

1. PATRIOTISM. The calling upon the American Farmer to make greater effort in converting to more war crops and to plant and produce to the limit of his capacity. Past performances by America's soldiers of the soil make this a certainty.

2. PRICES. Fair prices will compensate the farmer for conversion to new war crops from the less essential crops he may have raised previously. Prices should reflect a fair share of national income and compensate the farmer for conversion risks, but must prevent inflation.

3. PRIORITIES. Farmers must get the materials needed for production. With labor shortages, more labor-saving equipment is needed to keep production at top speed.

4. PRODUCTION. All out balanced production can be achieved by utilizing every good productive acre of farm land in a manner which does not destroy soil. Good farming practices are essential if top production is to be maintained.

THE OBJECTIVES OF THE 1944 PROGRAM

1. To obtain the right kinds of food in the right amounts.

2. To encourage farming practices that maintain and even increase soil productivity.

THE EDUCATION JOB WILL BE BROAD...

Farmers must receive all the informational help they need to reach individual, county, state and national goals. This war is planned on production - agricultural and industrial. When a military campaign is planned, the General Staff must count on specific quantities of certain foods, as well as specific numbers of tanks and planes. Empty mess kits are as fatal as empty guns. Starving Allies make poor partners. Every farmer must understand the why and the what of production goals.

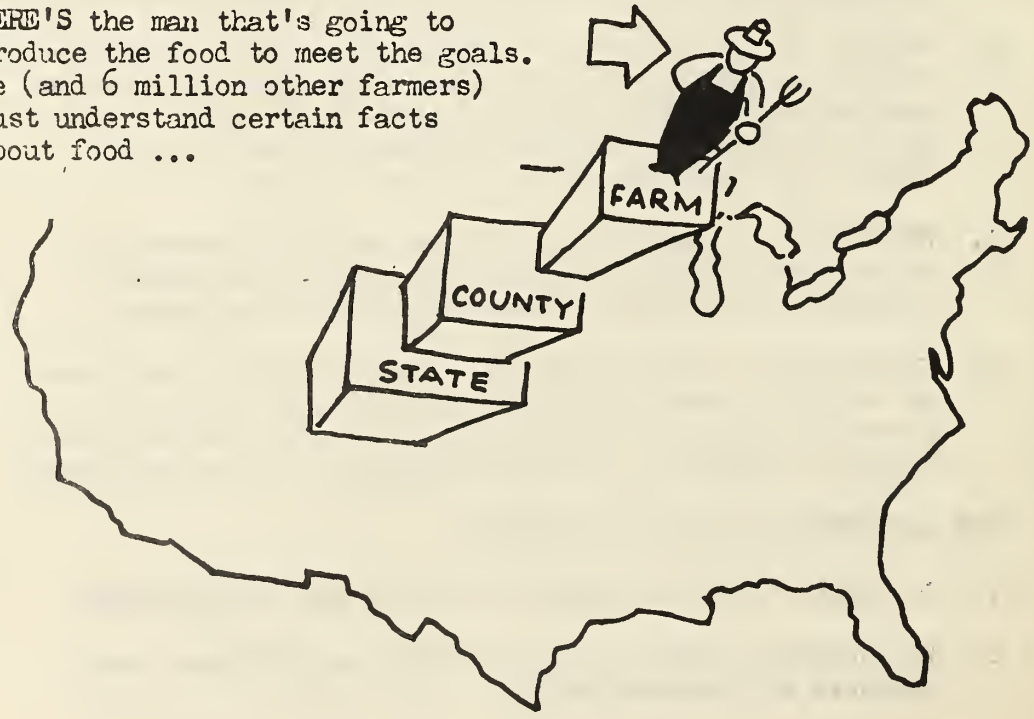
So far, we have avoided the tragic mistake of the first world war - the plowing up and damaging of millions of acres of land unsuitable for cultivation. This time, we know how to increase production tremendously without gambling with our precious layer of topsoil - in fact, the very steps by which we conserve the soil result in steadily increasing production. Teaching good farming practices is more important now than ever before, just as the material aids the Government is able to offer are more important than ever before.

The strategy ...

First, lay the barrage of facts and figures, appeals and explanations, over your entire countryside. No farmer should be missed - he should gain a clearer idea of the relationship between his farming and the course of the war.

Then, when reports begin to show how the production offensive is shaping up, turn your artillery on the weak spots. Organize local attacks to help production pledges. Localize and intensify the campaign in areas where production of the lagging crops can be obtained. The Quartermaster Corps of the Army stand ready to assist you in presenting a show with real patriotic appeal. Last year Army teams in cooperation with State War Boards did a slick job of mopping up lagging crops goals.

HERE'S the man that's going to produce the food to meet the goals. He (and 6 million other farmers) must understand certain facts about food ...



THE PRODUCTION FACTS EACH OF OUR SIX MILLION FARMERS SHOULD KNOW.

1. That needed foods are war weapons.

   How food figures in plans for military campaigns.
   By sharing our food we sustain and strengthen our Allies and the peoples we have liberated and shorten the war.
   Direct war uses of many of the farm crops in forging guns, tanks and planes.

2. Demands for American farm products.

   The needs of civilians, the armed services, our Allies and liberated peoples.
   The increased purchasing power of working America.

3. How good farming practices increase our production capacity.

   National production records broken.
   The increase in crops on an acre by good conservation practices.
   We will need heavy production during and after the war so the farm plant must not be drained of its resources now.
   We want no more tragic waste through dust bowls in our land.

4. How we can get the most out of our rural resources.

   Sharing machinery and exchanging work.
   Growing more concentrated foods.
   Getting more livestock, feed, stretching the supplies we have and adjusting livestock numbers to feed supplies.

5. The aids from USDA.

Credit	Labor
Conservation payments	Fertilizer
Price supports	Machinery
Loans	Technical Assistance

MAKING FOOD FIGHT

An even broader information responsibility this year is getting farmers to fully appreciate their share of the national responsibility to MAKE FOOD FIGHT FOR FREEDOM. We must make it clear to each person that he or she can make food save lives...shorten the war...and write the permanent peace.

All American mothers and fathers want their sons home soon...and above all, safe. All American mothers and fathers want their children to inherit a world of peace, free to meet destiny - not death.

Everyone must contribute his share if we are to conclude this war soon and victoriously, and if we are to work toward our legitimate dream of a decent world for all and a lasting peace. No one can take food for granted. We must all do our best to;

PRODUCE it
CONSERVE it
SHARE it
PLAY SQUARE with it

Every phase of the battle on the home front..to fight inflation..to fight fear..to fight selfishness..to fight disunity is a salient where every American must be at his post. It is the responsibility of every agency of the Department of Agriculture to assume leadership in the offensive to get food and make it fight.

COMMUNITY MOBILIZATION

To help us tell the food story, Citizens' Food Information Committees are being set up in communities throughout the country. They will encourage the observance of Food for Freedom month in November and stand ready to serve for the duration and as long as necessary in the campaigns to produce food and make it fight for freedom.

These committees will be responsible for local mobilization and for organizing media to support the food drives and to assist in planning community activities in connection with special food observances.

In carrying out the Goals Campaign we can make full use of these Citizens' Food Information Committees.

Ways & Means

Food facts and food news are top topics of the day. And, they will be important news long after the last gun is silenced and peace again returns. As spokesmen of the national food programs, we have an important responsibility. We must get the true facts about food to every waiting eye and ear.

Press and radio, our sure-fire stand-bys, willingly devote space and time to telling the food story.

REMEMBER. . .

That facts about food are not generally understood. This means that more emphasis must be given to these facts.

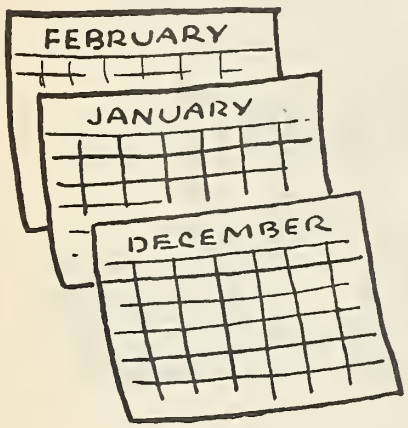
REMEMBER. . .

Food news competes with news from the fighting front. There is a shortage of newsprint which means that newspapers have less space, so present news stories and features in brief, usable form. Broadcast schedules are crowded, so tell the story interestingly if you want it told. Visual presentations are usually most effective when they are simple. Use strong words...simple words... easy-to-grasp pictures, in your posters and displays.

REMEMBER. . .

Your food news is for all the people...the man on the land and the man at the lathe. If the farmer needs food news, so do the rest of the people. Non-farmers are especially interested in learning what farmers are doing. We are a great team...an All-American team...industry and farm. To get teamwork we have to get understanding. Understanding comes from knowledge. Knowledge comes from facts and the facts come from YOU.

Special Occasions



YEAR END REVIEW...

December or early January is a good time to review the 1943 farm production accomplishments of the State or County. Communities as well as individuals like to be reminded of their contributions to the war. Special edition newspaper tie-ups may be worked in on this.

A good press and radio campaign can be developed around the selection of one or more representative farm families who have contributed notably to the war effort during the past year. It might be popular in some cases to turn the spotlight on a "forgotten hero" -- the hired man.

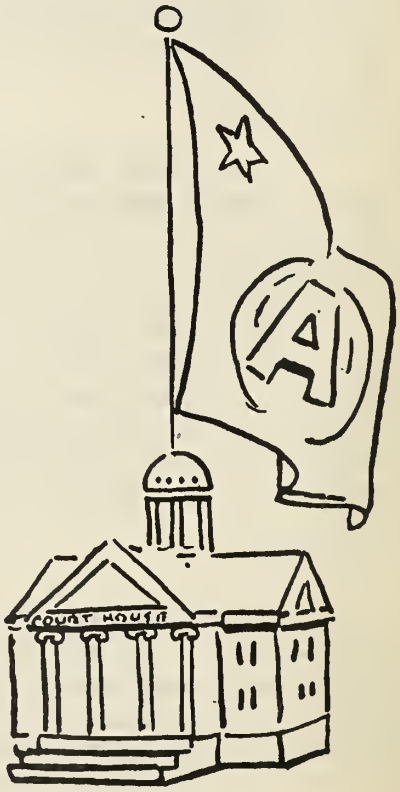
Agricultural "A" Awards...

On September 18, 1943, the Director of War Board Services advised the State War Boards that they were to select a given number of counties in their State to receive the Agricultural Achievement "A" Awards. Outstanding counties were to be selected on the basis of noteworthy accomplishments in production and war activities and the overcoming of extreme difficulties. The number of counties in each State to be recognized is based on total farm population. Nominations are to be completed by January 1, 1944.

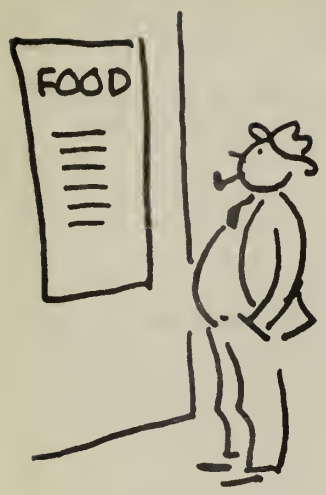
The army will participate in the ceremonies and will present the certificate and flag to a farmer chosen to represent his county.

Recognition of a job well done...by hard working patriotic farm folks should spur us on to greater effort.

The occasion - "A" Day - should present a good opportunity to push the '44 production program. Sure, we chalked up another record...but there'll be no resting on laurels. We've a bigger goal to meet in the year ahead.



Posters

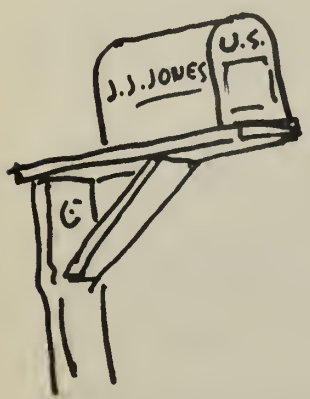


Local poster contests often develop good stuff - and do a fine incidental educational job on the competing artists, either school or professional. Well placed posters, displays and placards keep selling your message every minute of the day.

Window Displays

You will be surprised, if you haven't tried before, how easy it is to interest merchants in preparing special window displays that clarify some food fact or some phase of the food program. If you can suggest to the merchant some angle that ties in to his own merchandise, you will be helping both the store and the program.

Letters



When you write a letter, make the fellow who gets it want to read it. Make it interesting, snappy, and to the point. Direct mail gets your message straight into the hands of the fellow whom you want to do the job. Don't waste your time and supplies unless you make the letter do the job...pep it up... illustrate it...make it clever. Letter illustrations appear in this kit. It takes only a few minutes to trace them on your stencil. The mail order people know how to catch your eye and your imagination - don't hesitate to borrow the trick from them.

Contacts

Since a better informed public is essential to proper handling of the food problem, more attention might be focused on the national and local situations by more personal contacts with public schools and the various civic and other organized groups. School authorities in many towns might be willing to designate a week or a day for the study of the country's war agricultural economy. This could be a classroom project, extending to almost any school grade, with representatives of agriculture appearing before general assemblies for talks.

AND DON'T FORGET THE WOMEN...

Together. That's the rallying cry. Farmers and their families. City folks too. It will take us all to put through the 1944 program. And all of us includes women: farm women and city women. Women banded together in clubs, in parent-teacher groups, in church organizations. Women, mobilized, to help American farmers plant, care for, and harvest to reach the biggest food goals in history. Willing to spare no effort to win the war, to see their men come home, to win a just and lasting peace. Millions of women, ready to help food fight for freedom.

Farm women. Nearly ten million women over fifteen years of age on America's 6 million farms. Essential partners in the biggest war industry of all. Their record of achievement can't be topped. 737,000 of their men folk gone into the armed forces last year. 890,000 members of their families to the cities. Yet the total number of workers on farms decreased very little, largely because farm women fell into the gap left by their husbands, brothers, sons and fathers.

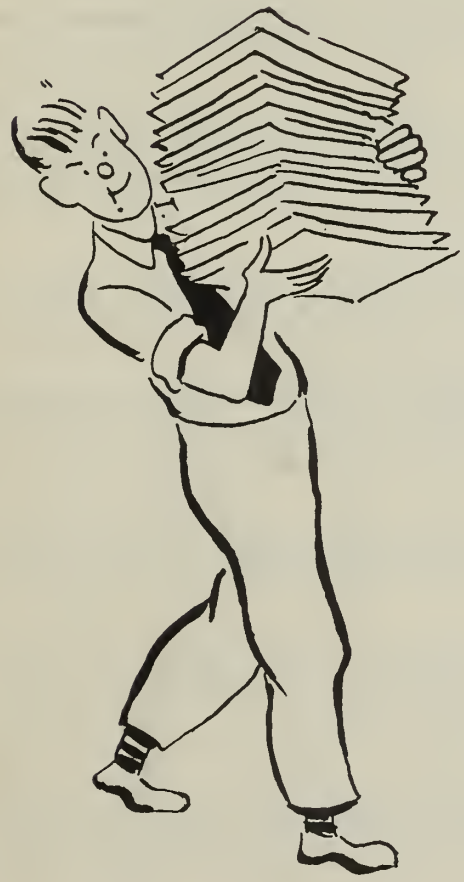
Houseworker and cook for her family is nothing new for Mrs. Farmer Brown. Nor is tending the big vegetable garden behind the house. Nor canning the winter's supply of fruit and vegetables. Though maybe it's only since the 30's that she has kept that flock of chickens, so useful for the egg money, as well as for poultry and eggs for her family. Now in 1943 with more and more food being needed for the war front, both at home and abroad, she is quietly and firmly accepting the responsibility of helping the menfolks produce more and more crops despite all handicaps. Where her husband has gone into the service, in many cases she is managing the farm alone. And many a kid sister is riding the contour line at the wheel of a tractor that her brother piloting a Flying Fortress left idle. 1944's farm goals are her goals.

City women. In the fight too. Victory gardeners, canners, saving every scrap. Many helping on farms, harvesting the crops. Their sons in far corners of the earth. Their husbands working long hours in war plants.

Mrs. City Homemaker understands well the necessity of adjusting her family's meals to what is available in the market. She is an expert at substituting and budgeting. She knows well that part of her war job is to release food to help feed the other United Nations and the peoples liberated from Axis oppression. 1944's farm goals are her goals.

To secure cooperation of women's groups: Send speakers to organizations, supply material on state and national production figures for their bulletins.

Live Publications



Publications available in the field or from Washington for use in the Production Goals Campaign for 1944 from Agricultural War Information Series and Farmers' Bulletins.

GOOD PASTURES - (FB-1942), stresses the importance of pastures to the production of beef and dairy products for the war effort. Gives recommendations on the establishment of good pastures for various parts of the country.

IMPROVING RANGE CONDITIONS FOR WARTIME LIVESTOCK PRODUCTION - (FB-1921), written for the stockmen of the plains, prairies and mountains. Lists some things to "do" and also some "don't" practices in management and improvement of grazing land for livestock production.

STRIP CROPPING FOR WAR PRODUCTION - (FB-1919), tells the how and why of strip cropping and is directed to different regions of the country where the problems vary. Also stresses the value of crop rotations as a part of strip cropping.

STUBBLE-MULCH FARMING FOR SOIL DEFENSE - (FB-1917), lists the important operations in stuble-mulch farming; tells in some detail how to do, and what kind of equipment to use in different parts of the country.

MORE FOOD THROUGH CONSERVATION FARMING - (FB-1909), a general information publication covering all phases of conservation farming and applicable and usable at practically all times of the year. Gives some important pointers to the farmer on how to get more food from his soil, while maintaining and building up the soil's fertility.

COVER CROPS FOR SOIL CONSERVATION, (FB-1758), emphasizes the use of cover crops in rebuilding and maintaining soil fertility for sustained production of crops. Lists various crops used for cover purposes.

STRIP CROPPING FOR BIGGER YIELDS, (Leaflet), explains in diagram form the use of strip cropping and crop rotation for bigger yields of vital war crops.

PLOWING TERRACED LAND, (L-214), tells how to maintain terraces properly and stresses the importance of good management of terraces.

NATIVE AND ADAPTED GRASSES FOR CONSERVATION OF SOIL AND MOISTURE IN THE GREAT PLAINS AND WESTERN STATES, (FB-1812), stresses the importance of revegetation of land in the Great Plains and western states. Lists various grasses that can be used for this purpose and gives the regions where adaptable. Calls attention to the importance of harvesting seed of these grasses.

ON THE LEVEL, (Leaflet), gives short description of how to lay out contour lines and emphasizes the importance of contour cultivation.

CONTOURED ACRES FIGHT, (small booklet), explains, with the use of pictures, how contouring helps produce higher yields of crops to meet production goals required by war.

TERRACE CONSTRUCTION WITH SMALL EQUIPMENT IN THE SOUTH, (SCS publication), goes into detail to inform the farmer how he can construct terraces with small equipment. Designed for southern farmers.

FIRST THINGS FIRST, (small leaflet), as stated in its sub-heading: "A call for immediate enlistment in soil conservation" for war crop production and ultimately a complete conservation pattern for the land.

CONTOUR FARMING BOOSTS YIELDS, a farmer's guide in laying out contour lines and establishing grassed waterways. Gives technical assistance in contouring and stresses the importance of the practice to wartime farming. Emphasizes saving of soil, boosting per acre yields, cutting down on production costs of fuel, time, and wear on machinery.

USING CROP RESIDUES FOR SOIL DEFENSE, (MP-434), points out that cultivated fields need a year-round cover. Explains and shows pictures of subsurface-tillage equipment. Based upon studies made relative to the value of crop residues on the surface of cultivated land, to conserve soil and moisture.

FOOD FOR FREEDOM BY BETTER RANGE-CONSERVATION PRACTICES IN THE PACIFIC NORTHWEST, (MP-514), stresses the importance of proper range improvement and management to the all-out production of livestock in the Pacific Northwest. Describes various conservation measures to increase and maintain production of feed necessary for grazing in this region.

FARMING FOR GREATER PRODUCTION OF WAR CROPS IN THE INTERMOUNTAIN AND SOUTHWESTERN COUNTRY, (MP-517), discusses the simple practices that can be applied to farms in this particular area to increase production of war crops on a sustained yield basis.

WARTIME FARMING ON THE SOUTHERN GREAT PLAINS, (MP-496), explains the simple conservation-production practices that can be applied immediately by farmers themselves in this area. Also lists in some detail the practices where technical assistance is required and informs the farmer where this assistance is available.

HOW TO INCREASE COTTONSEED OIL PRODUCTION, (AWI-46), stresses the need for increasing the yield of cottonseed oil. Points out that without increasing cotton acreage it is possible to produce an aggregate annual increase of 5,500 tons of this highly nutritious product by only a 1% increase per acre. Lists the means available for an increased average yield of cottonseed oil. Also contains a selected list of publications dealing with variations in cottonseed oil content. Valuable to all cotton farmers.

11 WAYS TO INCREASE MILK PRODUCTION, gives simple suggestions to help the dairy farmers meet the milk goal. A brief, concise treatise for increasing milk production and its importance to the manpower of the Nation.

CONTOURED ACRES FIGHT, illustrated, with accompanying brief texts and notes on contouring. Emphasizes increased yields obtained and also increased income through AAA payments for contouring. A visual, factual presentation of the subject.

LEGUME SEED PRODUCTION IN THE NORTH, (AWI-49), stresses the need for increased acreage and gives pertinent suggestions how to obtain greater legume seed production. Contains valuable references to other Department publications on growing alfalfa and clovers.

6 STEPS IN GRADING FLAXSEED, (AWI-37), primarily intended for grain grading classes. Shows how grading is done and tells some things farmers can do to have better flaxseed to sell.

SAVE COTTON BY CONTROLLING INSECTS, (AWI-38), points out savings made by preventing insect damage. Tells how to use the right insecticide for the control of each of the common cotton insects. Lists steps in insect control.

GRASS SEED PRODUCTION, (AWI-43), an over-all coverage of grass seed production. Emphasizes the need for for producing and marketing clean seed. Of general interest.

10 STEPS IN GRADING SORGHUMS, (AWI-36). This folder has to do with the grain sorghums. How farmers can do some of the things to produce better grain sorghums to sell are shown by numbered illustrations. Contains a table of grade requirements.

9 STEPS IN GRADING SOYBEANS, (AWI-35), illustrated folder showing how to tell soybeans of high grade.

AMERICA'S BIGGEST WAR PLANT, (AWI-28), a general interest folder on a billion-acre war plant, - the farm; production goals for farm commodities; farmers' problems in wartime farming.

SAVING SWEETPOTATOES FROM BLACK ROT, (AWI-27), gives control method for one of the worst fungus diseases of sweetpotatoes. Cover page shows typical symptoms of black rot.

TAKE CARE OF THE WOOL YOU HAVE, (AWI-26). The armed forces' demand for wool is heavy and the country's supply limited. This folder gives simple rules for the good care of woolen garments and household articles. Of general interest.

SAVE MEAT, MILK AND LEATHER, (AWI-12). The cattle grub robs farmers of 50 million dollars every year! Effective control methods for combatting the grub are briefly stated.

SUBSTITUTES FOR SCARCE MATERIALS, (AWI-15), prepared to supplement recommendations given in Farmers' Bulletins and other Department publications, written before the war, for the use of now scarce materials. Gives possible substitutes for scarce materials used as disinfectants, livestock medicines, feed supplements, fungicides for plant diseases, fertilizers, and insecticides for plant, animal and human beings. Of general interest.

SOYBEANS FOR OIL, (AWI-10), an illustrated sheet and text stressing the need for heavy soybean production.

PEANUTS FOR OIL, (AWI-9), stresses the need for increased production of cottonseed oil as a substitute for imported oils for cooking, making explosives and other vital commercial needs. Illustrated, single page, and text.

CONTOUR FARMING BOOSTS YIELDS, (AWI-23). Labor shortage, equipment shortage and other production problems enhance the need for the use of every method to overcome these handicaps. Farmer experience and tests by agricultural experiment stations show that conservation measures help to increase yield. This booklet briefly outlines two conservation practices -- contouring of land and grassing of waterways.

PROTECTING POTATOES FROM LATE BLIGHT, (AWI-18), describes late blight, gives time of appearance, symptoms, cause, how started, and weather favorable to its development. Gives control methods for late blight and rot.

FINANCING PRODUCTION OF FOOD FOR FREEDOM, (MP-488). Many farmers need the use of more credit to attain production goals. This publication gives an over-all picture of the use of regulated credit, how and where to obtain it.

FEEDING TO PRODUCE MORE MILK FOR VICTORY, (BAE-EXT FLYER-2), an illustrated flyer stressing the need for heavier feeding of grain to produce additional milk. Contains table of suggested quantities of grain to be fed per cow under varying price conditions, and one showing how to meet the milk goal through increased grain feeding.

FARM MACHINERY GOES TO WAR, (BAE-EXT FLYER-4), stresses the need for protecting farm machinery from weather and misuse; for proper repairs at the proper time; use of plenty of grease and oil; for only reasonable loads and strains. Contains a table of estimated daily cost of using farm machinery. Illustrated.

FARM HORSES AND MULES WILL HELP WIN, (BAE-EXT FLYER), illustrated leaflet on proper care and use of horses and mules in wartime farming. Of general interest.

MORE FOOD THROUGH CONSERVATION FARMING - (FB-1909), discusses the ways by which conservation measures increase crop production, improve pasture and range, and maintain the productivity of the soil. Illustrated. Of general interest.

STRIP CROPPING FOR WAR PRODUCTION - (FB-1919), gives information on kinds of strip cropping, the factors influencing their use, methods of application, value in conserving soil and moisture. Of special interest to farmers in the northeastern, north-central, southeastern and western Gulf, the Great Plains and far Western States. Illustrated.

LEGUMES IN SOIL CONSERVATION PRACTICES - (L-163). Millions of acres of land have already been ruined, millions more are on the road to ruin, and a still larger area is being slowly denuded of topsoil by sheet erosion. Legumes will not only conserve the soil but also yield cash crops as well as providing hay and grazing. Gives production methods for perennial, biennial and annual legumes used in soil erosion control. Of general interest.

PASTURES TO HOLD AND ENRICH THE SOIL - (FB-1900). Production goals for milk, beef, wool, and mutton depend on good pastures. The sod of good pastures protects the soil while used for grazing and reduces losses of soil by erosion while the land is being tilled. Gives practical guidance on seven classes of land having different soil and terrain for pasture of meadow use. Illustrated.

SUMMER CROPS FOR GREEN MANURE AND SOIL IMPROVEMENT - (FB-1750), stresses the use of alfalfa, red clover, soybeans, cowpeas, velvet beans, sweet clover, crotalaria, and lespedeza as summer green manure and for soil improvement. Cultural methods for these and other legumes are given. Of general interest.

COVER CROPS FOR SOIL CONSERVATION - (FB-1758). The use of more than 150 million acres of agricultural land annually for clean-tilled drops necessitates a system of cover which will reduce the time of exposure of the soil to washing. Cover crops suitable for this purpose and the regions to which they are adapted are indicated.

LAYING OUT FIELDS FOR TRACTOR PLOWING - (FB-1045). Farmers used to plowing with horses and ordinary plows are, as a rule, not familiar with the different methods required for tractor plowing. Hence, the most common recommended methods in general use are described.

THE MAKING AND FEEDING OF SILAGE - (FB-578), tells how to make good quality silage. Stresses its use in feeding dairy and beef cattle as well as making a suitable feed for horses, mules, and sheep. Of general interest. Illustrated.

SWEETCLOVER IN CORN BELT FARMING - (FB-1653). Once a weed now a crop of economic importance in the Corn Belt! Produces an abundant pasture; unequalled as a legume for soil improvement; drought resistant; and a cash crop as hay. Outlines some essentials for successful production and the important practices developed. Of special interest in the Corn Belt.

THE PRODUCTION OF JOHNSON GRASS FOR HAY AND PASTURAGE - (FB-1597), points out that it is adapted to that part of the United States south of latitude 38° and while it may be profitably utilized as a hay crop it does not make a good permanent pasture. Stresses the need for better curing and storing the hay to obtain higher prices.

IMPORTANT CULTIVATED GRASSES - (FB-1254), is designed to enable farmers to become familiar with the most important common grasses of the United States. Illustrated, and agronomic and botanical information given. Of general interest.

RED-CLOVER SEED PRODUCTION IN THE INTERMOUNTAIN STATES - (L-93) briefly suggests practices to aid in successfully producing red-clover seed in the Intermountain States.

SWEET CLOVER - (L-23). One of the important forage crops of the northern United States and Canada. Describes its growth habit, production practices, and utilization.

LADINO WHITE CLOVER FOR THE NORTHEASTERN STATES - (FB-1910) tells where Ladino clover came from; what it is; suitability to the Northeast; how to grow it; its many uses; diseases and insects; and how to produce the seed. Illustrated.

RED CLOVER CULTURE - (FB-1339), gives the history, distribution, and where it thrives. Requirements for obtaining a stand, handling the crop, and its many uses. Tells the varieties of red clover, its enemies, and describes clover sickness and clover failure. Of general interest. Illustrated.

HIGH-GRADE TIMOTHY AND CLOVER HAY - (FB-1770), stresses the need for the production of high-quality hay and points out that farmers have never given it the attention given to other farm crops. Necessity of clean meadows and cutting at the proper stage of maturity are emphasized. Gives pointers on the preparation of hay for market. Of general interest.

TIMOTHY SEED PRODUCTION - (L-115), deals with methods of production; time of and harvesting practices; average yields; marketing; germination; and weed tolerance. Of general interest.

OATS IN THE WESTERN HALF OF THE UNITED STATES - (FB-1611), stresses the essentials for profitable production such as soils, cropping systems, use of good seed, early sowing, harvesting at proper time, proper shocking, stacking, and the care of straw and grain after threshing. Illustrated.

SPRING-SOWN RED OATS - (FB-1583), gives principal growing area, varieties, and the essentials for success in production. Illustrated.

GROWING BARLEY FOR MALT AND FEED - (FB-1732), gives information about which variety to grow and whether it shall be for malt or feed. Stresses the usefulness of barley for feed and its high yield per acre in the Northern and Western States.

SEED CORN - (FB-1882), points out that low acreage yield is due largely to inferior seed due to negligence or delay in saving a sufficient supply of good seed each fall. Discusses the essentials in the selection and care of seed of open-pollinated varieties. Of interest to the grower endeavoring to improve his locally adapted strain by careful selection.

THE WHAT AND HOW OF HYBRID CORN - (FB-1744), tells what hybrid corn is and how it is produced. Of general interest.

CUTWORMS AND THEIR CONTROL IN CORN AND OTHER CEREAL CROPS - (FB-739), stresses the serious losses caused by cutworms and gives their life history. Control methods by plowing and poisoned baits are discussed.

FEEDING COTTONSEED PRODUCTS TO LIVESTOCK - (FB-1179), points out the need for using a high protein feed such as cottonseed meal, when carbohydrate like corn, stover, fodder, or timothy is extensively fed.

GROWING BUCKWHEAT - (FB-1835), tells the climatic and soil conditions to which production is best adapted; its value as a food for human beings, livestock and poultry, as well as a weed destroyer, soil renovator, green-manure crop, and honey crop. Of interest to the northeastern part of the country.

KINDRA FOR EROSION CONTROL IN THE SOUTHEAST - (FB-1840), shows its adaptation to erosion control under extreme conditions where most other types of vegetation are inadequate. Produces a sorely needed forage in a land where both farmers and land have grown poor through over-production of clean-tilled cash crops. Deals with its propagation, cultural practices, and utilization. Illustrated.

THE CULTURE AND USE OF SORGHUMS FOR FORAGE - (FB-1844), states that of the 10 million acres of sorghums grown annually in the South-Central States, 5 million or more are harvested for forage. Gives varieties, time of planting, and cultural methods. Fully illustrated.

GROWING AND FEEDING GRAIN SORGHUMS - (FB-1764), points out that more than 40 varieties of grain sorghum are grown in this country, principally in Texas, Oklahoma, Kansas, and adjacent states; in the hot, dry irrigated valleys of the Southwest, and the southern half of the Great Plains where the annual precipitation is 17 to 25 inches; its value as a feed for all classes of livestock. Well illustrated.

WINTER LEGUMES FOR GREEN MANURE IN THE COTTON BELT - (FB-1663), stresses the use of the several most used crops as a green manure crop and an aid to the reduction of erosion and the leaching of plant food; its soil improvement values. Cultural methods and yields are discussed.

SOYBEAN HAY AND SEED PRODUCTION - (FB-1605), discusses the importance of the soybean as a hay and seed crop; its production, harvesting, curing, and handling. Of general interest.

IRRIGATION PRACTICES IN GROWING ALFALFA - (FB-1630), gives different methods used and when to irrigate. Illustrated.

GROWING ALFALFA - (FB-1722), discusses varieties, climate and soil relations, cultural methods, harvesting, diseases and insects. Of general interest.

VETCH CULTURE AND USES - (FB-1740), points out that it makes an excellent feed as well as a cover and green-manure crop. Stresses the need for inoculating and fertilizing in the Cotton Belt and on lands of low fertility. An overall coverage of production methods; diseases and insects attacking vetch; and describes the commercial varieties. Text figures.

BROOMCORN GROWING AND HANDLING - (FB-1631), states that broomcorn can be grown in practically every State in the Union and tells the varieties, source of seed supply, crop rotations, methods of growing and marketing, diseases and insect pests. Text figures.

THE VELVETBEAN - (FB-1276), is important for its livestock feeding value and as a soil-improving crop in the Southern States. Methods of growing, its many utilizations, and enemies are discussed. Illustrated.

COWPEAS UTILIZATION - (FB-1276), discusses the many uses for cowpeas such as for seed, straw, hay, pasture, ensilage, and soil improvement. Gives cultural methods and harvesting practices. Text figures and tables.

CULTURE AND PESTS OF FIELD PEAS - (FB-1803), states that cultural requirements are not exacting but that clay loams of limestone formation or neutral or low-acidity soils are best adapted to the crop. Discusses varieties used, cuttings for hay, pasturing, insect enemies and nematode injuries. Of general interest. Text figures.

FARM SHEEP RAISING FOR BEGINNERS - (FB-840), requires study and continous attention but not expensive equipment or heavy labor. Explains requirements, management, and preparing lambs for market. A general treatise on production. Illustrated.

EQUIPMENT FOR FARM SHEEP RAISING - (FB-810), stresses important features of buildings for sheep; drawings and bills of materials; feed racks; grain troughs; lambing pens and creeps; fences and hurdles; sheep-barn and miscellaneous equipment. Text figures.

RAISING SHEEP ON TEMPORARY PASTURES - (FB-1181), explains that their use makes it possible to fit the flock into the livestock farming system with very little change. Temporary pastures afford a uniform flow of ewes, insuring rapid development of lambs to market size. Assists in the prevention of stomach worms and other internal parasites. General treatise of the advantages and methods of temporary pastures.

SHEEP SCAB - (FB-713), gives directions for detecting this highly contagious skin disease; selecting or making dip; dipping sheep; and building dipping vats. Text figures.

BEEF-CATTLE PRODUCTION IN THE RANGE AREA - (FB-1395), points out that factors influencing the production of feeder and grass-fed cattle in the range States are closely related to the fattening of cattle in the Corn Belt States. Stresses the need for deferred or selective grazing to increase the better range grasses which in turn are reflected in a higher yield of beef per acre with a correspondingly higher market value. Management, handling, and feeding are discussed. Illustrated.

THE BEEF CALF ITS GROWTH AND DEVELOPMENT - (FB-1135), many a young farmer, especially boys with experience in growing a calf for beef, hopes to select his first purebred beef calf with the idea that it will produce a famous breeding animal or noted winner. Suggestions are offered as a guide in this undertaking and are intended primarily for the use of boys' and girls' clubs. Numerous text figures.

IMPROVING RANGE CONDITIONS FOR WARTIME LIVESTOCK PRODUCTION - (FB-1921), stresses the importance of range land improvement for the increased war production of livestock. Discusses range conditions, soil and forage characteristics as a guide in determining lands in need of improvement. Of special interest to stockmen of the plains, prairies, and mountains. Fully illustrated.

HOG CHOLERA - (FB-834), states the astounding fact that more than 6 million hogs and many millions of dollars are lost each year by the spread of cholera from farm to farm which could be avoided by sanitation, disinfection, and self-imposed quarantine. Prevention methods and treatments are discussed. Text figures.

SWINE PRODUCTION - (FB-1437), is now being looked upon as a means to either make ends meet or for producing a profit by many grain production farmers. Stresses the value of the hog in utilizing farm wastes and their conversion into a marketable product. Of general interest. Text figures.

PRODUCTION OF CLEAN MILK - (FB-602), stresses the importance of producing clean and wholesome milk; how to keep out disease-producing bacteria; prevention of high bacterial count; the need for clean buildings, utensils, milkers, and the absence of feed and weed flavors. Illustrated.

TURKEY RAISING - (FB-1409), informs those interested in turkey raising of modern methods of management. Adaptable to both small and large scale production. Fully illustrated. Of general interest.

GOOSE RAISING - (FB-767), explains that geese can be raised successfully and profitably in all parts of the United States; economical to raise and house cheaply; bring good prices during the late fall and early winter months. Covers production, breeding, preparation for market, killing and dressing. Illustrations of varieties.

FLAXSEED PRODUCTION IN THE FAR WESTERN STATES - (FB-1793), war demands require increased flax production. Gives cultural methods, varieties, harvesting, threshing, diseases and insects. Text figures.

FLAX FIBER PRODUCTION - (FB-1728), treats of the modern methods of seeding, harvesting, retting, and scutching. Also the requirements of fiber flax in regard to soil and climate. Illustrated.

HEMP - (FB-1935), tells how to grow and harvest this strategic war crop sorely needed for making twines and ropes formerly obtained from the Philippines and Netherlands East Indies. Illustrated.

RICE CULTURE IN THE SOUTHERN STATES - (FB-1808), is a general treatise of production and harvesting this important food crop. Text figures.

SWEETPOTATO GROWING - (FB-999), gives improved methods of growing, harvesting, and handling the crop. Of general interest. Text figures.

STORAGE OF SWEETPOTATOES - (FB-1442), stresses the necessity for careful handling, freedom from disease, and uniform temperature and humidity while in storage. Gives plans for storage houses.

POTATO PRODUCTION IN THE SOUTHERN STATES - (FB-1904), stresses the importance of growers familiarizing themselves with the changes in methods of production and marketing which have occurred during the past 15 to 20 years in the potato industry. Well illustrated.

POTATO PRODUCTION IN THE WESTERN STATES - (FB-1843), discusses practices that have wide application to potato growing under semi-arid conditions with special reference to irrigation and crop-rotation. Text figures.

SUGAR-BEET CULTURE IN THE INTERMOUNTAIN AREA WITH CURLY TOP RESISTANT VARIETIES - (FB-1903), outlines for the Intermountain States improved practices established by agricultural research and practical farming operations. Should assist farmers in their steady advances in better crop production. Fully illustrated.

SUGAR-BEET CULTURE UNDER IRRIGATION IN THE NORTHERN GREAT PLAINS - (FB-1867), gives practices that have been found successful in the northern portion of the Great Plains region. Text figures.

SOYBEAN CULTURE AND VARIETIES - (FB-1520), an over-all coverage of production methods of this important war crop. Of general interest. Illustrated.

PEANUT GROWING - (FB-1656), the use of commercial fertilizers, lime, crop rotations, and other information that will help insure successful production is discussed. Text figures.

GROWING SWEET CORN FOR THE CANNERY - (FB-1634), points out that the successful production and canning of sweet corn on a commercial scale requires favorable soil, climate, and economic conditions, as well as close cooperation between the producers and the manufacturers. Of general interest.

SNAP BEANS FOR MARKETING AND CANNING - (FB-1915), gives information on cultural and marketing practices, diseases, and insect control. Of general interest.

BEAN GROWING IN NORTHERN IDAHO, EASTERN WASHINGTON, & EASTERN OREGON - (FB-1509), gives methods followed by successful growers, showing that where sufficient moisture is present and few or no frosts occur between May 20 and September 15, beans fit into the cropping system with profit.

BEAN DISEASES AND THEIR CONTROL - (FB-1692), describes these diseases briefly, so that they can be identified by the grower, and gives recommendations for preventing and checking them. Of general interest. Illustrated.

PRODUCTION OF CARROTS - (L-125), points out that there are two general classes - the northern or summer crop of which considerable quantities go into storage, and the southern or winter crop, which appears on the markets in the form of bunched carrots during the winter. A general treatise.

GROWING PEAS FOR CANNING AND FREEZING - (FB-1920), shows that peas are one of the three most important crops for canning and because they are legumes, fit admirably into a general farm rotation. Stresses the importance of handling the crop promptly as peas for canning or freezing pass prime condition within a few days. Of general interest. Several text figures.

SEED PEAS FOR THE CANNER - (FB-1253), a treatise on the need for the fullest co-operation between the seedsmen and the growers to insure only the purchase of good stocks.

TOMATOES AS A TRUCK CROP - (FB-1338), largely a summary of methods and results obtained in outstanding cases of truck growers who have been especially successful with tomatoes. Of general interest. Illustrated.

CELERY GROWING - (FB-1269), discusses the fundamentals of successful celery production for the market and for the home garden, and the latest and best-known methods of controlling disease and insect enemies of the crop. Numerous text figures.

LETTUCE GROWING IN GREENHOUSES - (FB-1418), points out that success depends on the use of a soil well supplied with organic matter and available plant food, control of diseases and insect enemies, the use of varieties and strains adapted to the needs of the grower and the market, and the closest attention to the management of the crop. Illustrated.

VEGETABLE SEEDS FOR THE HOME AND MARKET GARDEN - (FB-1390), aims to show the importance of the production of improved strains by gardeners and to give plain and explicit directions for saving seed of garden vegetables. Of general interest. Text figures.

THE HOME PRODUCTION OF ONION SEED AND SETS - (FB-434), gives directions for growing seed and sets with special reference to the market gardener and truck farmer. Illustrated.

ONION CULTURE - (FB-354), an over-all coverage of cultural methods which though they require considerable hand labor, yield a relatively high return per acre. Fully illustrated.

PLUM AND PRUNE GROWING IN THE PACIFIC STATES - (FB-1372), while regional, it has to do with a very large part of the plum and prune industry of the country. Text figures.

STRAWBERRY CULTURE - SOUTH ATLANTIC AND GULF COAST REGIONS - (FB-1026), describes methods of culture and handling which have proved successful in this part of the country. Fully illustrated.

STRAWBERRY CULTURE - WESTERN UNITED STATES - (FB-1027), gives information on soils and their preparation, training systems, propagation, planting, culture, leading varieties, harvesting, shipping, and utilization. Well illustrated.

STRAWBERRY CULTURE - EASTERN UNITED STATES - (FB-1028), gives complete directions for planting, fertilizing, cultivating, harvesting, and marketing. Fully illustrated.

STRAWBERRY VARIETIES IN THE UNITED STATES - (FB-1043), gives information based on the experience of successful growers in important commercial strawberry-producing districts and is intended as an aid to both commercial and amateur growers in the selection of varieties best suited to their needs and conditions. Text figures.

RASPBERRY CULTURE - (FB-887), gives methods of culture, and practices that differ from those used with other bush fruits. Varieties, leading sorts and their adaptations are discussed. Directions for the utilization of varieties preferred for canning and preserving are shown. Well illustrated.

Quotes

Judge Marvin Jones, War Food Administrator, "Agriculture's Attack for 1944," August 18, 1943.

"....Nothing is more important than food. The world starts with food. It is as essential as the air we breathe. Right now it is more important than ever, because it is a weapon of war. It is as important to an army as guns and ammunition, as important to industry as steel or rubber or oil. The 30,000 Italian soldiers who were abandoned by their Nazi comrades in North Africa had arms and ammunition, but they lacked food and had no choice but to surrender."

"....There must be the necessary supply of food for our armed forces, who are destroying our enemies....There must be food for our civilians.... We must help supply the food for our Allies, who are helping fight our common enemies....We will assist in supplying food to the hungry peoples in the liberated countries. They will in turn help us in our fight against the common enemy. Every pound of this food brings results."

"....The cold fact is that no matter how much we increase production, the requirements for foods by our Allies, our soldiers and ourselves, will outrun the supply."

"The value of food wisely shared with our neighbors, our soldiers, and our Allies can hardly be over estimated in winning the war."

Elmer Davis. Food Rationing. December 27, 1942.

"Food is a weapon in all wars, but in this one more than usual. The enemy has used it as a weapon, negatively....We are using our food supply as a weapon, positively....We send food to the Russian army because

every German who is killed by a Russian is a German we won't have to kill.... The food we send to our Allies is a direct contribution to the winning of the war."

Claude R. Wickard, "Food Is A Weapon," Jan. 21, 1943. THIS WEEK.

"The other day, I was told about a young British officer who arrived in this country from the Middle East. He had been with General Montgomery's army in the big advance which had sent Rommel reeling back across the desert. He was asked about the American tanks and planes. 'Oh, they were splendid,' he said. 'A tremendous help. But do you know, the biggest push you Americans gave me personally in that fight was a good mess of mashed potatoes.'"

"Mobilizing the Food Resources of the United Nations." Radio talk, May 10, 1943.

"The importance of food as an offensive weapon has steadily increased. Tremendous supplies are being used to support our rapidly growing offensive strength. With the reoccupation of the countries now under Axis control, food requirements will continue to grow. This means we must maintain and increase production on our own farms just as far as we possibly can. It also means that we must make the best possible use of all sources of food available to the United Nations."

"The Farmer and the Army," speech by Lt. Col. Ward B. Cleaves, USDA State War Board Release, Harrisburg, Pa.

"Two disasters that may lead to surrender or death can befall an American soldier on the battlefield."

"One is an empty gun. The other is an empty mess plate. Without ammunition, he is defenseless. Without food, he is equally defenseless."

".....History is replete with the record of lost battles -- battles lost by starving armies."

"....The Army relies on farmers for a lot of other things besides food, too. Your soybeans make the glycerine that fires our anti-tank shells. Oil from your castor beans soften the linings of army shoes. Cotton goes into our life rafts, our raincoats, our explosives and the tires for our jeeps, ambulances and trucks. Wool makes our uniforms. Even in an 80 mm. gun mount, there's enough wool to make a woman's skirt. Your peanuts provide cooking oils, thereby releasing other oils for explosives."

MATS

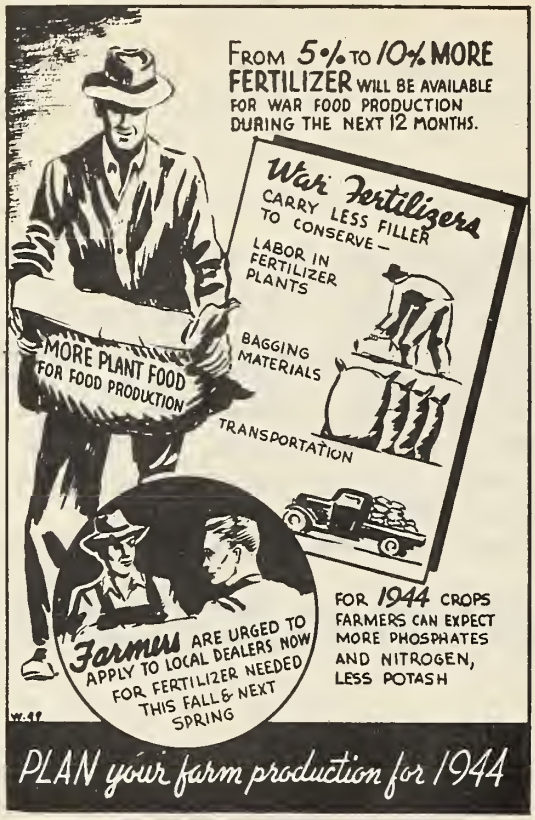
The six different mats shown on this page and the next may be ordered through your usual War Board channels. Order by title.

When you order these mats you may be assured that the commodities illustrated and the copy will be suitable for your state. These mats have been carefully modified region by region and even state by state. Thus, orders from New Mexico for the mat entitled "Farm Strategy for 1944" will be filled with a mat emphasizing dry beans and feed crops, whereas an order from Minnesota for the same title will be filled with a mat emphasizing flax, Irish potatoes, peas, sweet corn and soybeans.

Each of this series is matted in two-column width, about 1½ times the size of the reproductions below.

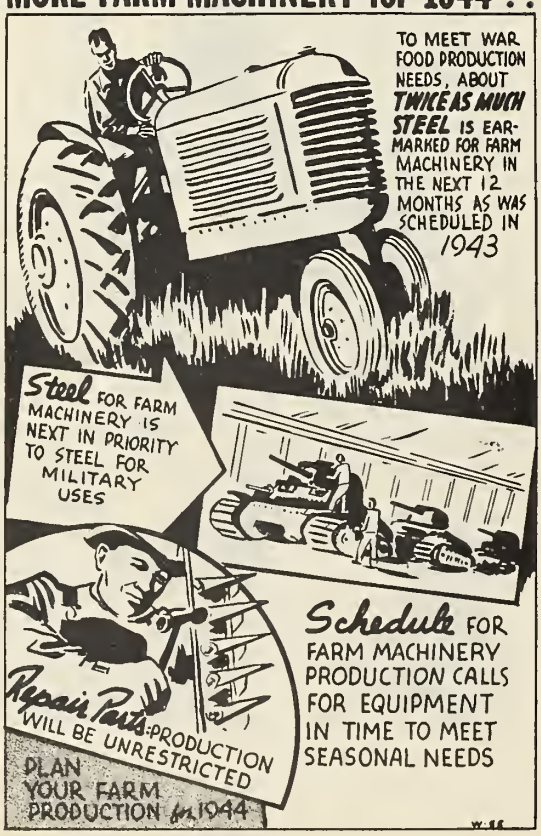
Both dailies and weeklies should be glad to run these mats, particularly if they are submitted in conjunction with good short feature stories on the subjects covered.

MORE FERTILIZER for 1944 . . .

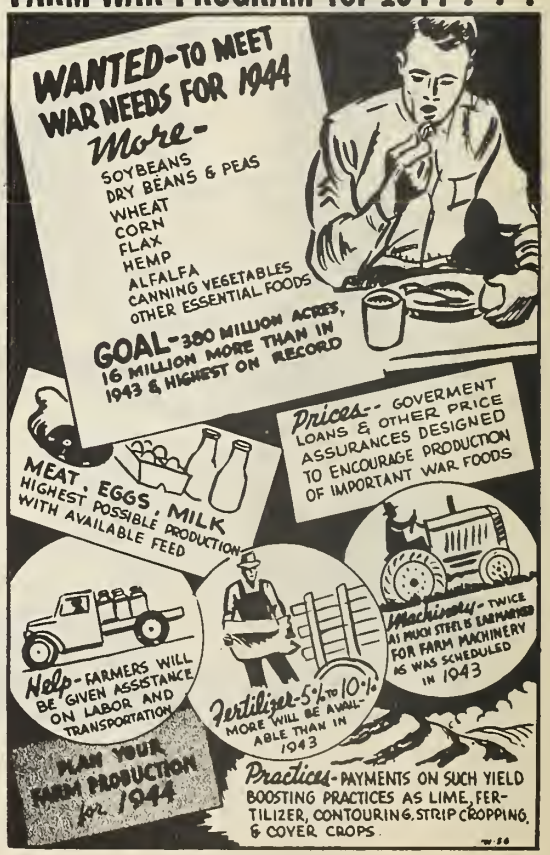


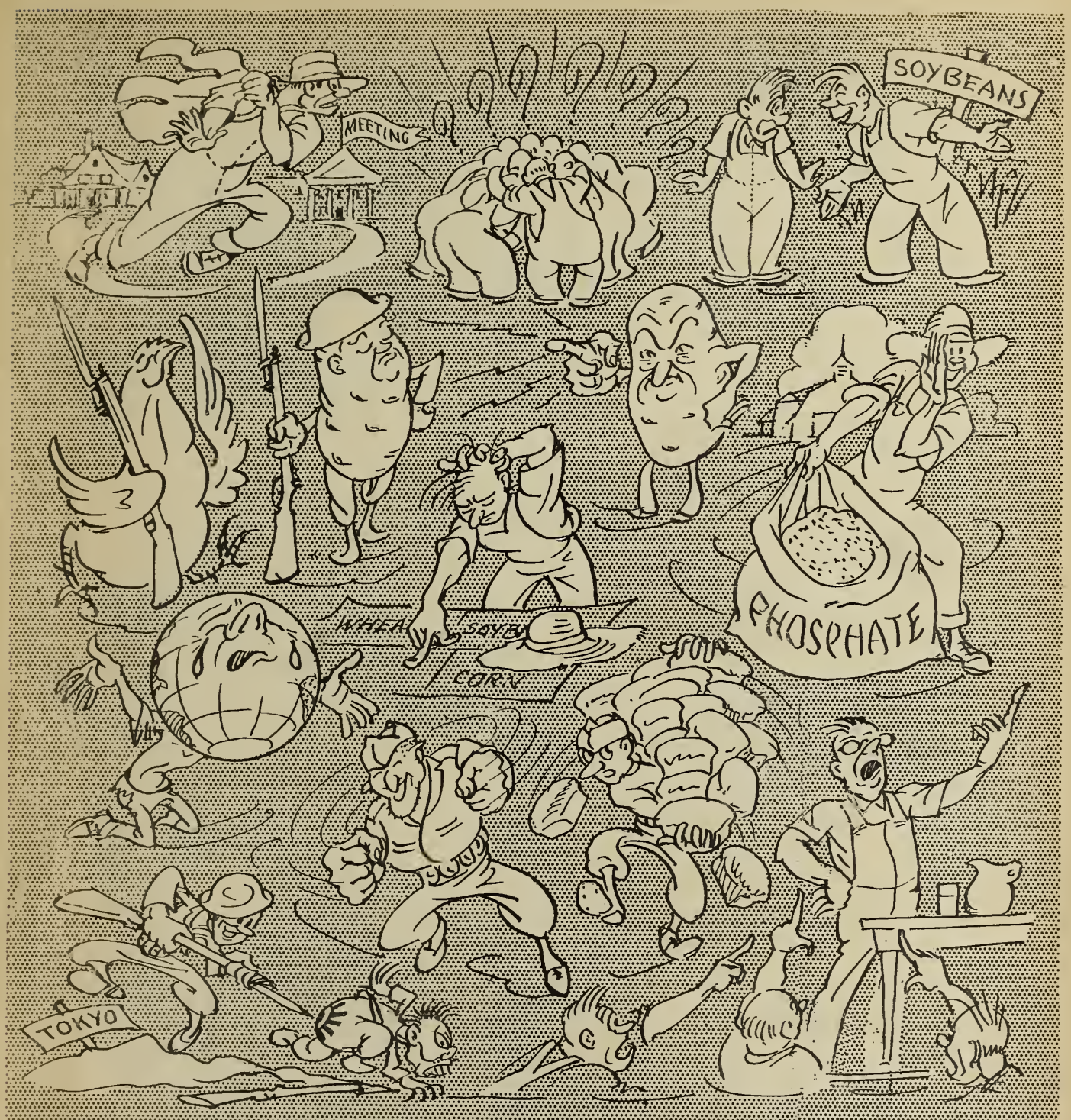
1944 FARM PRACTICES BOOST YIELDS

MORE FARM MACHINERY for 1944 . .



FARM WAR PROGRAM for 1944 . . .

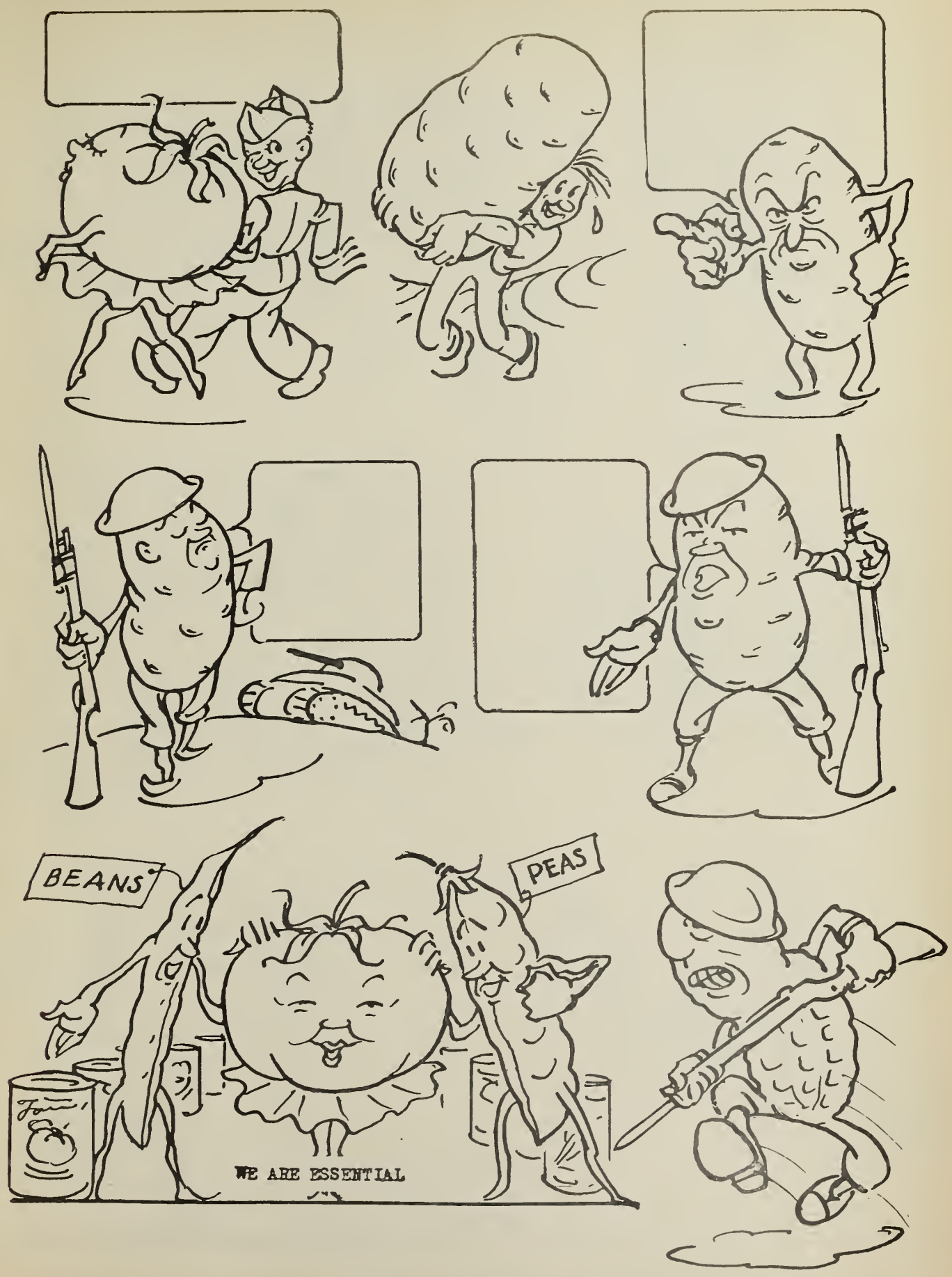


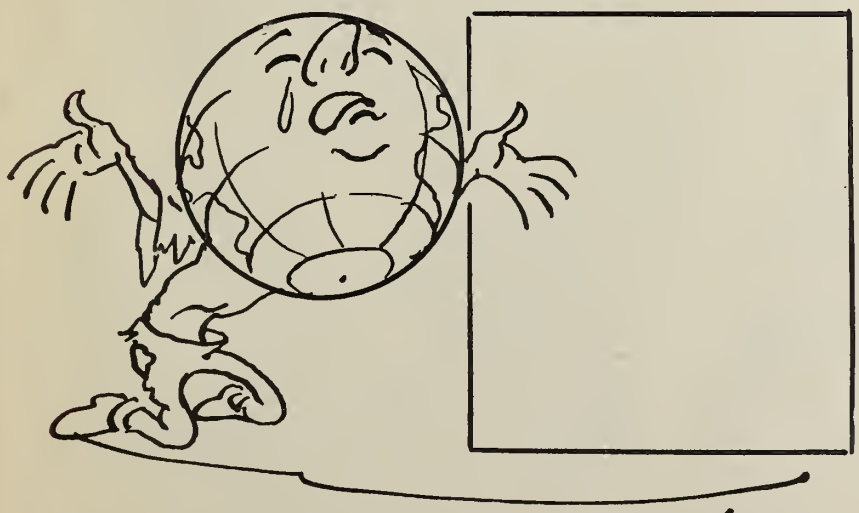


CARTOONS FOR YOUR LETTERS


SHARE
LOAD 'ER ON, NEIGHBOR, THERE'S ROOM FOR YOURS TOO!
IT'S THE COVER THAT COUNTS
COVER CROP
ORDER REPAIR PARTS EARLY


COMMODITY HERE
SAVE 'EM AND TAKE CARE
OF 'EM - YOU'LL NEED 'EM


BEANS
PEAS
WE ARE ESSENTIAL



P—L—E—A—S—E—!


SURE, BEANS HELPED ME DO IT!
DRIED BEANS BUILD WAR MUSCLES.
I'M GROWING ANTI-TANK SHELLS
SOYBEANS
BELIEVE ME, BEANS PACK A WALLOP!
THERE GOES MY SOYBEANS.

EVERY YEAR A SOLDIER EATS:

374 qts. milk
353 lbs. potatoes
24 lbs. dr. beans and nuts
467 eggs
387 lbs. meat
215 lbs. cereal
133 lbs. fats & oils
114 lbs. sweets
454 lbs. fruit and vegetables